

Partnership Guide

INSPIRE & PREPARE STUDENT LEADERS



California Future Business
Leaders of America



The Future is Bright

CHAMPION THE RISING WORKFORCE

Struggling with talent gaps or feeling disconnected from emerging leaders? When businesses fail to connect with the rising workforce, they risk being left behind in a rapidly evolving industry.

We know the stakes are high: your company may struggle with declining engagement, and a reputation for being out of touch with the future of work. Without adapting, **businesses risk stagnating while competitors who embrace and empower young leaders surge ahead.**



CULTIVATE THE LEADERS OF TOMORROW

The next generation brings fresh perspectives, innovative ideas, and the energy to drive growth—but if you remain disconnected, you'll miss out on this immense potential. **By partnering with California FBLA, you can inspire and empower the future workforce, positioning your company as a forward-thinking leader.**

You'll not only bridge the gap between generations but also **cultivate relationships with emerging talent**, creating a pipeline of future leaders who are ready to **innovate and drive success**. We understand this opportunity to engage the next generation isn't just a bonus—it's crucial for your business's future growth and relevance.

Let California FBLA be your connection to tomorrow's leaders, building a bridge to help you embrace the energy of a new generation!

Lead the Way

JOIN US IN CREATING MEANINGFUL IMPACT

WAYS TO ENGAGE

- Host Workshops & Exhibits
- Sponsor Events (Including the State Conference)
- Judge Competitions
- Engage Locally: Support a school chapter or regional event
- Virtual Opportunities: Be involved from anywhere

HOW TO GET INVOLVED

Connect

Speak with our state management team and learn about sponsorship opportunities.

Engage your Community

Attend events, facilitate a workshop or support a local school.

See the Impact

Watch students shine at our State Conference and grow into confident capable leaders ready to excel in the business world.



PARTNER WITH US TODAY

Become a California FBLA partner to:

- Empower the next generation
- Cultivate the leaders of tomorrow
- Inspire and prepare student leaders

[CLICK HERE FOR PARTNER FORM](#)

Our Development Coordinator is ready to engage with you! Reach us at:
PARTNER@CAFBLA.ORG

State Leadership Conference

ANAHEIM, CA

The California FBLA State Leadership Conference (SLC) is the pinnacle event for future business leaders across the state, attracting a dynamic mix of over **700 students, advisers, alumni, and business professionals.**

This four-day experience offers unparalleled opportunities for sponsors, partners, and exhibitors to engage directly with the next generation of leaders through **immersive workshop sessions, competitive events, and an inspiring keynote presentation.** By supporting SLC, you'll not only showcase your brand to a highly motivated audience but also contribute to shaping the future of business in California. Top performers in our competitive events will advance to the prestigious National Leadership Conference, further **extending your brand's reach to a national stage.**



CALIFORNIA FBLA: A LOOK BY THE NUMBERS



8,500+
MEMBERSHIP



130
CHAPTERS



100
COMPETITIONS OFFERED



2,800+
SLC ATTENDEES

Conference Exhibition

EXHIBITS

Conference Exhibitor | \$550

Join us as an exhibitor at SLC, where you can **showcase educational advancements, innovative products, and exciting career resources** to a targeted audience. This event offers a prime opportunity to connect with eager learners and future job-seekers. Showcase your expertise, demonstrate your products, and **engage directly with attendees** who are seeking valuable insights and opportunities.

EXHIBITOR RECOGNITION

- Logo featured on the conference app, opening session on-screen and social media
- Listed as Exhibitor Partner on website
- Booth Table
- Wi-Fi
- Up to Two Lunch Tickets

Questions? Contact our Development Coordinator at partner@cafbla.org.



Sponsorship Levels

SUPPORTING SPONSOR

\$5,000

SPONSOR RECOGNITION

- Official sponsor of Judge Orientation and lunch for 30-50 people
- Signage in the judge check-in area
- Recognition and welcome remarks at the start of the orientation
- Logo featured on conference app, opening session on-screen and social media
- Listed as a sponsor on the state website
- Option to host an exhibit booth and/or workshop*

**Workshop space is limited and available on a first-come, first-served basis. All content must be approved by CA FBLA.*

CUSTOM SPONSORSHIP

VARIES

Do you have a custom sponsorship idea? We'd love to hear it! To learn more, contact our Development Coordinator at partner@cafbla.org.

CUSTOM SPONSORSHIP EXAMPLES

- Conference App Sponsor
- Judge/Advisor Gift Sponsor
- Judge Reception Sponsor
- Conference Registration Sponsor
- QUEST Sponsor

Sponsorship Levels

COMPETITION SPONSOR

\$10,000 Value

Your sponsorship will directly offset competitive event materials, lower conference fees for members, offsets the fees associated with running our competitive event and conference registration system (BluePanda), and provide prizes & promo items to participants.

SPONSOR RECOGNITION

- Official sponsor of the selected event
- Signage in the competitive event area
- Logo featured on the conference app and social media
- Logo featured on-screen at the opening and award sessions
- Invitation to present the award on stage for the sponsored event(s)
- Option to host an exhibit booth and/or workshop*

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Sponsorship Levels

STATE CONFERENCE TITLE SPONSOR

\$20,000

SPONSOR RECOGNITION

- Official sponsor of the 2025 California FBLA State Business & Leadership Conference
- Logo on conference t-shirt and conference lanyard
- Logo featured on the conference app and social media
- Logo featured on-screen at opening & awards sessions
- Opportunity to share a live message or video at opening session
- Listed as a sponsor on association website
- Option to host an exhibit booth and/or workshop*

**Workshop space is limited and available on a first-come, first-served basis. All content must be approved by CA FBLA.*

ROAD TO NATIONALS SPONSOR

\$200-\$600 per Student

SPONSOR RECOGNITION

- Logo featured on the conference app and social media
- Logo featured on-screen at the award session

Sponsor a state champion or championship team from one of our competitive events. Funds will directly cover the national conference registration fee for the champion student/team.

Community Involvement

BE A JUDGE

Make a meaningful impact as a volunteer State Competitive Event Judge. Share your expertise by providing valuable feedback to eager students and future professionals. By donating your time, you'll directly connect with ambitious learners, offering them insights and opportunities to grow. **Your involvement helps shape the next generation of leaders.**

ONGOING ENGAGEMENT

Partner with your local FBLA chapter for year-round opportunities to engage with and empower emerging student trailblazers. Get involved by attending events, facilitating workshops, funding scholarships or contributing resources. **Together, we can inspire future innovators and change-makers.**



Be a Champion of Change

INSPIRE THE FUTURE

Join FBLA in our mission to empower the next generation of business leaders. Your partnership will profoundly impact students' lives, helping them **unlock their potential and create a brighter future**. Let us be your connection to **champion the rising workforce and cultivate the leaders of tomorrow**.

WITNESS THE IMPACT

Experience the transformative power of your support. Watch our students grow into confident, capable leaders prepared to thrive in the business world. **Partner with us today and be part of their journey toward success!**



PARTNER WITH US TODAY

Contact our Development Coordinator:
PARTNER@CAFBLA.ORG





WWW.CaliforniaFBLA.ORG

For general support and questions, please contact us:
partner@cafbla.com

*FBLA inspires and prepares students to become community-minded business leaders in a global society
through relevant career preparation and leadership experiences.*